

## ORDER



**Orders**  
**Order / Rev:** 722717  
**Alt Order #:** 06377927  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 505  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 10/17/12 / 10/17/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	131	\$249,500.00	\$212,075.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	131	\$249,500.00	\$212,075.00	0.00
<b>Totals</b>	<b>131</b>	<b>\$249,500.00</b>	<b>\$212,075.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/22/12	10/23/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		4			\$500.00			0.00			
2	WUSA	10/17/12	10/19/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		6			\$500.00			0.00			
3	WUSA	10/22/12	10/23/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		4			\$300.00			0.00			
4	WUSA	10/17/12	10/19/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	6	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		6			\$300.00			0.00			
5	WUSA	10/22/12	10/23/12	9-930a Inside Edition	CM	9-930a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2			\$250.00			0.00			
6	WUSA	10/17/12	10/19/12	9-930a Inside Edition	CM	9-930a	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		3			\$250.00			0.00			

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Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 505

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	10/17/12	10/19/12	930-10a The Insider	CM	930-10a	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$250.00		0.00			
8	WUSA	10/22/12	10/23/12	930-10a The Insider	CM	930-10a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$250.00		0.00			
9	WUSA	10/22/12	10/23/12	Price Is Right The Price is Right	CM	11a-12p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$1,500.00		0.00			
10	WUSA	10/17/12	10/19/12	Price Is Right The Price is Right	CM	11a-12p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,500.00		0.00			
11	WUSA	10/17/12	10/19/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,500.00		0.00			
12	WUSA	10/22/12	10/23/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$1,500.00		0.00			
13	WUSA	10/22/12	10/23/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	MT-----	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					4	\$1,500.00		0.00			
14	WUSA	10/17/12	10/19/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	--WTF--	:30	6	\$1,500.00	P-1	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					6	\$1,500.00		0.00			
15	WUSA	10/22/12	10/23/12	3-4p The Doctors	CM	3-4p	MT-----	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					4	\$500.00		0.00			
16	WUSA	10/17/12	10/19/12	3-4p The Doctors	CM	3-4p	--WTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					6	\$500.00		0.00			
17	WUSA	10/22/12	10/23/12	4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$1,200.00		0.00			
18	WUSA	10/17/12	10/19/12	4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,200.00		0.00			
19	WUSA	10/17/12	10/19/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,200.00		0.00			
20	WUSA	10/22/12	10/23/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$1,200.00		0.00			
21	WUSA	10/22/12	10/23/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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21	WUSA	10/22/12	10/23/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			4		\$1,500.00		0.00				
22	WUSA	10/17/12	10/19/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
Week:		10/15/12	10/21/12	--WTF--			3		\$1,500.00		0.00				
23	WUSA	10/22/12	10/23/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
Week:		10/22/12	10/28/12	MT-----			2		\$1,500.00		0.00				
24	WUSA	10/17/12	10/19/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
Week:		10/15/12	10/21/12	--WTF--			3		\$1,500.00		0.00				
25	WUSA	10/17/12	10/19/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--WTF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
Week:		10/15/12	10/21/12	--WTF--			3		\$3,000.00		0.00				
26	WUSA	10/22/12	10/23/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
Week:		10/22/12	10/28/12	MT-----			2		\$3,000.00		0.00				
27	WUSA	10/22/12	10/23/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
Week:		10/22/12	10/28/12	MT-----			4		\$2,500.00		0.00				
28	WUSA	10/17/12	10/19/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WTF--	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
Week:		10/15/12	10/21/12	--WTF--			3		\$2,500.00		0.00				
29	WUSA	10/17/12	10/19/12	Letterman Late Night with David Letterman	CM	1135P-1237A	--WTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
Week:		10/15/12	10/21/12	--WTF--			3		\$1,400.00		0.00				
30	WUSA	10/22/12	10/23/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MT-----	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
Week:		10/22/12	10/28/12	MT-----			2		\$1,400.00		0.00				
31	WUSA	10/22/12	10/23/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
Week:		10/22/12	10/28/12	MT-----			4		\$450.00		0.00				
32	WUSA	10/17/12	10/19/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	--WTF--	:30	6	\$450.00	P-2	0.00	NM	6	\$2,700.00
Week:		10/15/12	10/21/12	--WTF--			6		\$450.00		0.00				
34	WUSA	10/17/12	10/17/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
Week:		10/15/12	10/21/12	--W----			1		\$10,000.00		0.00				
35	WUSA	10/17/12	10/17/12	Wed Prime C CSI: Crime Scene Investigation	CM	10-11P	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
Week:		10/15/12	10/21/12	--W----			1		\$7,000.00		0.00				
N36	WUSA	10/19/12	10/19/12	Fri Prime A Hawaii Five-0	CM	8-9P	----F--	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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**WUSA**

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N36	WUSA	10/19/12	10/19/12	Fri Prime A Hawaii Five-0	CM	8-9P	----F--	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1				\$7,000.00		0.00			
37	WUSA	10/19/12	10/19/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1				\$14,000.00		0.00			
38	WUSA	10/20/12	10/20/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		2				\$300.00		0.00			
39	WUSA	10/20/12	10/20/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	-----S-	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		2				\$1,500.00		0.00			
40	WUSA	10/20/12	10/20/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$2,000.00		0.00			
N41	WUSA	10/20/12	10/20/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$4,000.00		0.00			
N42	WUSA	10/20/12	10/20/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$4,000.00		0.00			
43	WUSA	10/20/12	10/20/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$2,500.00		0.00			
44	WUSA	10/20/12	10/20/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		2				\$450.00		0.00			
45	WUSA	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a (9:00 AM-10:30 AM)	-----S	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		2				\$3,500.00		0.00			
46	WUSA	10/21/12	10/21/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$18,000.00		0.00			
N47	WUSA	10/21/12	10/21/12	NFL Football Game #1 NFL Football Game #1	CM	NFL Football Gam	-----S	:30	2	\$10,000.00	P-3	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		2				\$10,000.00		0.00			
50	WUSA	10/21/12	10/21/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$25,000.00		0.00			
53	WUSA	10/21/12	10/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		2				\$2,500.00		0.00			
													Totals	131	\$249,500.00